ANALYSIS OF UNIVERSITY SPORTS STRUCTURE OF INDIA

BY

YASIN SALEEQUE M

A SYNOPSIS

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CHAPTER 1

INTRODUCTION

University sports are the non-professional athletic or sports events which are organised by association of universities of a country or sponsored by any educational institutions. Inter collegiate championships and tournaments are organised in this sports events. All over the world almost all the countries have their own structure of university sports or collegiate sports. Collegiate athletes are the ones who participate in the university sports meets. Structure and models of different countries for the collegiate sports event are different based on their infrastructure, administrative system, financial structure and most importantly the aim and mission they are setting with respect to the university level sports.

Organisation structure

An organisation structure is the outline of the system by which a particular organisation is operated. The structure determines the tasks, missions and goals of the organisation. It determines the directions to achieve particular goals of an organisation.

Organisation structure of university sports in each countries varies depending on the games and sports and financial structure of the country. Inside the country there may be differences in the organisational structures of different universities in their sports department. A better organisation structure may reflect in the performance and ranking of the universities in the sports events.

University sports in India

In India, Association of Indian Universities (AIU) are the responsible for the organisation and conduct of university sports. Popular in the name All India Inter-University Sports meet, it is conducted as an annual tournament. A total of 206 sports and games events are conducted by AIU for both men and women every year. For the comfort of the organisation as the preliminary rounds for university meet, the universities participate first in a zonal meet. AIU has divided the universities into four zones, namely east, west, north and south zones. Every states and union territories are a part of the AIU and every colleges in India which are affiliated to AIU participates in the All India University meets. For more sorting and easy conduct, the universities themselves conduct Intra-University competitions in required sports and games events prior to the zonal meets

to sort out their best teams. Various college teams which comes under the universities participates in it.

The sports division of the universities of India, AIU is partially funded by the Ministry of Sports & Youth Affairs. The AIU is affiliated to the International University Sports Federation , FISU, that makes opportunities for Indian universities to participate in the World University Championships as well as to host university teams from other countries for the purpose of conducting tournaments and practice sessions too.

The Ministry of Youth affairs and sports in 2008 placed the university sports in priority by giving the status of National Sports Promotion Organisation and gave the main agenda of the university sports as the promotion of sports in the Olympic level. AIU organises sports management programs and capacity building programs to update the professional knowledge and technical skills and promote and share anti-doping awareness among the coaches, trainers and the athletes. Moreover the sports board organises annual general meetings and prepares annual reports for the years performance and expenditure.

University sports in other countries.

The university sports in many developed countries are financially above the state of Indian universities. This reflects on the results and outcomes of the country's university sports. In countries like USA , Canada, England the university sports are called as collegiate sports. In countries like USA and Canada, the university sports are a field for business and earning too. The universities makes profit through the tournaments and games organised. In many of the European countries, the format of the university games are similar to the top tiered leagues of the particular games, and this lasts for throughout an academic year. In Japan, the university tournaments experience more fan engagement than the country's top tier leagues of certain games. Many of the countries goal orientation for the university sports are focused on preparing players for the Olympic events. There are exceptions for some of the well developed game, for example, in a footballing nation like England, the university football meet is just for the purpose of mass participation, which is similar to the intramural meets in colleges. In China they focuses only on the Olympic events and games.

Although the main objective for AIU in conducting sports and games are to promote sports at the Olympic level, it truly does not reflect on the results and outcomes. A lethargic approach to the sports and games in India

is seen for years because the people in India believes sports and games are not an integral part of the academics. This need to be changed and the re development of the structure and system of approaches on the university sports may leads to some solutions for this problem. This research will be focused on finding the loopholes in the university sports structure and developing a better model for the university sports structure in India.

STATEMENT OF THE PROBLEM

The purpose of the study is to Analyse the University Sports Structure of India.

OBJECTIVES OF THE STUDY

- To analyse the governance structure of AIU sports and compare it with successful international and national models.
- To evaluate the competition structure of AIU sports.
- To examine resource mobilization strategies in AIU sports and identify sustainable approaches.
- To assess the sustainability and development of sports infrastructure in AIU-affiliated universities.
- To analyse financial considerations and propose efficient funding and management practices for AIU sports.
- To study the sports ecosystem in AIU.
- To evaluate the role of scientific support and research in AIU sports
- To explore promotional activities in AIU sports
- To compare the Indian university sports model with successful global models such as NCAA (USA), UniSport (Australia), and BUCS (UK), identifying best practices that can be adapted for India.
- To propose a structured framework for the reform and restructuring of university sports in India to enhance its contribution to the national sports ecosystem.

DELIMITATIONS OF THE STUDY

- The study will focus exclusively on university sports under the governance of the Association of Indian Universities (AIU).
- The research will be limited to the perspectives of sports directors and assistant sports directors directly involved in AIU tournaments
- The study will be restricted to universities in India that have consistently participated in AIU inter-university tournaments.
- The analysis will emphasize governance, management, and organizational aspects of university sports, without delving into performance-based metrics or technical sports training methodologies.
- The study will not evaluate the effectiveness of specific sports disciplines but will only focus on the structure and policies governing university sports.
- The comparative analysis with global models such as NCAA, UniSport, and BUCS will be to their governance and administrative frameworks.
- The time frame of the research will be constrained to data and events relevant to the most recent five years, excluding historical trends or long-term analyses.

SIGNIFICANCE OF THE STUDY

- The study will help in the growth and promotion of sports in India by identifying key areas for development and improvement in university sports.
- The study will help in developing a more robust and efficient university sports structure.
- The study will support the globalization of Indian universities through sports.
- The study will play a significant role in strengthening the sports culture in India.
- The study will identify existing drawbacks in the Indian university sports structure, offering actionable insights to address these challenges.
- The findings will provide strategies to improve the financial framework of university sports.
- The study may help in constructing an improved and standardized format for conducting university sports meets, promoting fairness, efficiency, and athlete development.

DEFINITION AND EXPLANATION OF TERMS

University sports: University sports is the non-professional sports and games event organised by the sports boards of countries at the college level. It is also called as collegiate sports or collegiate athletics. The university sports are funded by the sports board in many of the countries while in some countries sports in collegiate level is been commercialised and sponsored by business firms.

Organisation structure: organisation structure is the outline of a system for correct direction of the working of an organisation. It directs the organisation on the basis of the mission, vision and for achieving goals. it also determines the flow of information and mode of work within the organisation.

Infrastructure: It is the basic and fundamental set of facilities, equipment and systems that helps for the smooth functioning of a firm or a sustainable functionality of an organisation. For example for a football club, the infrastructure includes its grounds, facilities such as the dressing rooms, stadiums etc.

CHAPTER 2
REVIEW OF RELATED LITERATURE

W. Andrew Czekanski & Leean Lower (2017) did a study on the role of the organisation structure of collegiate sports clubs in setting up and achieving goals and missions through qualitative study. The study was done by interview method. They interviewed collegiate sports club executive board members and professional staff of a public post-secondary institution in the Midwest of USA. The study revealed the four different themes with respect to the goals and missions that are administrative goals, winning competitions, building social responsibility and social networks. the study also revealed that finances had a major role in the success of the sports clubs in achieving their mission and goals. They concluded that a simple organisation structure should be practiced and more financial aids may be used for obtaining the goals of collegiate sports clubs.

Esra Erturan Ogut & Natasha Brison (2012) did a comparative study on the university sports in USA and Turkey. The authors evaluated the Turkish University Sports Federation to identify the scope of growth and development of sports in Turkey, by taking the US National Collegiate Athletic Association (NCAA) as a model. The study revealed that although both of the organisations had abundant similarities, there were differences in the factors such as the established year (US NCAA is much earlier established), the participation of athletes, financial structure and number of members in the association. Through the study they suggested that the growth of TUSF can be boosted by working on areas such as marketing, programing and talent identification. Working on these areas could provide a better financial independence and more participation of athletes in the collegiate sports.

Walter Tokraski (2015) studied the impact of university sports on the global community. He studied the role of university sports in humanity and social development. The study revealed that university sports has an important role for humanity and in social development. University sports plays a part in the education system. It’s a factor

in developing self-esteem, cultural integration, well-being and communication. He also stated that university sports contributes to work-life balance.

Rishipal (2014) studied the relevance of organisation structure in achieving goals for an organisation. He has stated that for every organisation there should be a proper structure for the suitable mode of achieving the tasks. As the present business scenario is developing and changing the organisational paradigm. The present situation require more improved and systematic management system. He states that the traditional and conventional organisational and managerial systems are now been replaced by modern structure to cut the cost and save capital.

Hao, Kasper and Muehlbacher (2012) studied the relationship between the organisational structure and the performance. It was based on the innovation and organisational learning of different organisations. The study revealed that organizational structure impacts organizational learning more than innovation whereas the organizational learning indirectly affects performance through innovation. The study also revealed that knowledge intensive or technologically incline organisations are majorly influenced by innovation and organizational learning, whereas the labour-intensive or capital-intensive organisations,
affects organizational performance mainly through innovation. He also concluded that for younger or new organisations, more than innovation, learning and understanding the organisation structure is more important.

Nagalinappa (2002) have analysed the economics of structure, performance and management of sports activities in Karnataka state universities. For the collection of data he developed own questionnaire separately for the administrative staffs and the student athletes of all the Karnataka state universities. While constructing the questionnaire he had included both structured and open ended questions according to the purpose of the study. He concluded that the budget structure , the infrastructure availability and the

expenditure for the sports done by the universities had direct relationship with the participation and the performance of the students and the ranking of the universities.

Santhosh Gerald Dzousa (2004) did an analytical study on the sports promotion programs in colleges of Mangalore university. The instrument he used for collecting data was a self-made questionnaire as there were no studies done on the collegiate sports, there were no questionnaires available. The researcher developed three separate questionnaires for three categories of subjects that were the physical education directors and staff, principals of colleges and the athletes who participates in sports events. Other sources used for collection of data were the university records and through personal observation. In his study he concluded that in Mangalore university, the nursery of sports has been ignored. The reason found was a lethargic approach to the sports, which is not important in the student's academic career. He also mentions the problems faced by the physical education directors such as the lack of physical education staffs and facilities and the infrastructure.

CHAPTER 3

METHODOLOGY

In this chapter, the selection of the methods used for data collection and the statistical tools used to analyse and interpret data will be described.

SELECTION OF SUBJECTS

In this study, Sports directors or Assistant Sports Directors of Indian Universities which are affiliated to Association of Indian Universities(AIU) will be the subjects. For semi structured interviews Sports directors with atleast 3 years of experience will be considered.

SELECTION OF SAMPLE

The sample size of this study for questionnaire will be 60. The samples will be taken purposively. The samples will be collected in zone basis which is the same as followed in the AIU Sports Structure. There are 4 zones mentioned in the AIU sports structure, namely East, west, north and south zones. A total of 15 samples each will be collected from all the 4 zones.

The sample size for semi structured interviews will be 12 (3 from each zones).

VARIABLES OF THE STUDY

The study will be done on the following variables;

1. Sports governance in Association of Indian Universities.
2. Sports competition structure of Association of Indian Universities.
3. Financial considerations in University sports in India.
4. Resource mobilisation & infrastructure sustainability in University sports.
5. Scientific support and research in Indian University Sports.
6. Sports ecosystem in Universities of India.
7. Promotion of University Sports in India.

COLLECTION OF DATA

The following methods will be used to gather the data needed for the study;

- Questionnaire: Data will be collected through a self-made questionnaire.
- Interview: A semi-structured Interview based on the domains of the study.

ANALYSIS OF DATA

STATISTICAL TECHNIQUE

- The data collected through self-made questionnaire will be analysed using descriptive statistics.

THEMATIC ANALYSIS

- The interview data will be analysed by thematic analysis.